

**South Park Stakeholders Group – Board of Directors Meeting  
Thursday, February 20, 2014, 8:30 AM  
1333 S. Hope St, Los Angeles, CA 90015**

**Board Members:**

Robin Bieker, Bob Buente, Shelby Jordan, Terri Toennies, Richard Wu, Nate Nusbaum  
*Absent: Martha Saucedo, David Galaviz*

**Staff/Contract:**

Jessica Lall, Amanda Irvine, Anna Webb, Jessica Mandelbaum

**Guests:**

*Al Libbasilk, Justin Weiss, Donagan, Samur Khouja, Daniel Taban, Victor Moller, Apurva Pande, Melani Smith, Tim Fremaux, Mark Spector (and attorney), Marcus Lieber, Terri Rubeniot, Wayne Willbur*

**MINUTES:**

**Chairman of the Board, Robin Bieker, called the meeting to order at 8:30 PM**

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>1. Call to Order – Welcome &amp; Introductions</b>	Chairman of the Board, Robin Bieker, called meeting to order at 8:30 am.  Introductions of new office manager, Anna Webb, and Consultant, Jessica Mandelbaum.	
<b>2. Public Comment</b>	None	<b>No action taken</b>
<b>3. Review and approve November 2013 Minutes</b>	Robin Bieker approved minutes, Terri Toennies seconds, all in favor, none opposed.	
<b>4. Secretary – Treasurer Update (Bob)</b>  a.) RBZ Financial Update, Marcus Liber	Financial reports are in the Board meeting packets. Detailed budget with totals of line items listed on the report included. These reports mirror the operating budget.  Nate Nasbaum: Are there any trends we should be aware of?  Jessica Lall: No. South Park was fortunate to have carried over funds. All management of uniforms, radios, telephones and bike/truck maintenance is currently covered by the BID, however it will be copulated into the security budget starting next month.  Shelby Jordan: Will it still show on our operating budget reports?  Marcus Liber: yes  Terri Toennies: What are the 2 items regarding phones?  Jessica Lall: These are 2 separate, one time incidents that Street Plus will be reimbursing the BID. One lost	

	cell phone and one damaged cell phone.	
<b>5. 1212 Flower Presentation, Mark Spector, Onni</b>	<p>Entitlements were submitted to the City of Los Angeles in December 2013. Groundbreaking date has not been set, possibly 2015. Plans are undecided regarding rentals vs condos.</p> <p>This is Onni's second project in the Los Angeles area. The first project is located on 9<sup>th</sup> and Olive. The second project 1212 Flower is within a close proximity of LA Live and Staples Center. Modern residential high rise buildings. 7800 sq ft of retail space and 3 future restaurants. 2 towers, 30 and 40 stories. All units will have outdoor balcony. Roofs will be landscaped. All parking will be accessed from Tower 2. Units will range from 500 sq ft to 1500 sq ft. TFAR was purchased from the City. Onni requesting zone variances - reduce parking from 2 to 1, among others with respect to bikes and trees. Also will be seeking 3 CUP alcohol license for three separate restaurants.</p> <p>Jessica Lall: with respect to sidewalks, will there be any green space?</p> <p>Mark Spector: yes</p> <p>Cwennen: Will bike parking be available.</p> <p>Mark Spector: one stall per unit. We are following the Downtown guideline.</p> <p>Jessica: Will you be partnering with Metro on the Expo/Blue Line stop enhancements.</p> <p>Mark Spector: No – no current plans</p>	
<b>6. My Figueroa Project Update, Tim Freamux, LADOT</b>	<p>LADOT: Update on My Figueroa project. Tim Fremaux from LADOT &amp; Melanie Smith from Melendrez. Working on the details and design for the 11<sup>th</sup> street portion of the My Figueroa Project.</p> <p>April 2014 will begin process with redoing light fixtures and adding streetscape enhancements. Complete project 2015. Currently 11<sup>th</sup>s Street is one way street, but will also account for the proposed Street Car</p> <p>Melanie: Prop 1C is the source for funding. Hard and soft cost. State has offered extension to 2016 They are getting down to the short strokes of finishing the bid.</p>	Presented to the meeting group design plans.

	<p>Melani: We are following the EVO/LUMA/ELLEVEN block scheme. Planting and seeding trees, adding and replacing where need be. Seat walls at intersections and curb extension. Looking for planting that is attractive and doesn't get destroyed easily.</p> <p>Tim: Signage program: main component, bus shelters, monument signage. Street lighting. Adding street lighting prop 218 assessments, which passed fall 2013 BSL approved fixtures – Tim will send to Jessica both locations and fixture BSL is working on lighting and voltage.</p> <p>Terry: will SP branding be incorporated? Jessica: yes, we are adding trash receptacles and bike racks and have been working with the project design team</p> <p>Justin W: how is this going to affect the amount of outdoor seating? Extensions are in the public. It would be the same process for any landlord.</p> <p>Jessica: how has CM Price's motion / Daryl Hotler's appeal impacting the project?</p> <p>Moving the project to Flower would be very challenging. We would have to start the project development all over. We are moving forward, hearing date will be in mid-late March.</p> <p>Victor Moller: loading zones: Are all being occupied? Is this project mandated to move forward?</p> <p>Jessica: 3 different contracts awarded, do we know who the 3 contractors are for this project?</p> <p>Tim Fremaux: LADOT will manage all three, but will also work closely with BSL.</p> <p>Terry: Once you do this project and it is completed, how is the maintenance budgeted?</p> <p>Jessica: The contractor is responsible for maintenance of the landscaper for the first year. The BID will then be responsible after that. The BID will essentially take responsibility to maintain</p>	<p><b>Colors TBD</b></p> <p>Outdoor seating is a city planning question.</p>
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	<p>the landscape as a daily as it does the rest of the area.</p> <p>Cwennen: Will it be dog friendly? Will there be dedicated space?</p> <p>Tim: We have not identified any space yet.</p> <p>Jessica: The BID has the capacity to clean such areas where there is animal feces and smell.</p> <p>Victor: we need to get out to the public “how to be a dog owner”</p> <p>Jessica is requesting report and plan for BSL back from DOT.</p>	<p><b>LADOT will get copies of plans to Jessica Lall.</b></p>
<p><b>7. COW DTLA Presentation, Samur</b></p>	<p>COW Downtown LA Grand and Pico café focused on health and people. Wholesome food and beverage store. On the South East corner of Grand and Pico.</p> <p>Basic seating and coffee bar. Planters will be place with greenery.</p> <p>Partnership with local farmers and growers, menu will be seasonal and healthy. Opening summer 2014. Benefits for South Park: Health and Convenience. Hoping to attract business and consumers.</p> <p>Nate Nusbaum: offered to put in the Hospitals newsletter advertisement of COW’s grand opening.</p> <p>Amanda: we will also put a spotlight on COW in South Parks newsletter.</p> <p>Cold food for now, sandwiches and soups. Cowdowntown.com will be open 7 days a week. Staffed by local residents. Space has been used in the past for charity. Every Monday there are yoga classes and they feed the homeless and people on skid row their COW burritos. Samur is the owner of an art gallery and studio. The Handbag Factory.</p>	<p>Jessica: would be great to do a spotlight in our newsletter about this café.</p>
<p><b>8. Committee Reports</b> a.) SOBO i.) Approval of \$5000 expense on sidewalk survey</p>	<p>SOBO: 1<sup>st</sup> meeting was last month. One issue that was discussed was the sidewalk repair. Recommends the Board approve \$6000 for survey to be completed by Precision Cutting to identify cost for repair. In the meantime, Jessica will set up meeting</p>	

<p>b.) DISI (Terri Toennies)</p>	<p>with City of Los Angeles' Street Services and BOE.</p> <p>Questions with moving forward with this motion?</p> <p>Bob: this will come out of not our assessment dollars. This is money that we have from dollars rolled over. They will not be able to fix all the sidewalks. They can only cut down 2 inches. Some sidewalks have been raised 6 inches.</p> <p>Jessica: some will be repaired by landlords. Westwood used this survey before working on their broken/severely damaged sidewalks. If we do move forward, we can potentially raise assessments and use the funds towards this.</p> <p>Report will be available for the next SOBO meeting</p> <p>DISI next month. Avant is the new apartment complex across from Staples Center. Part of a proposed package is paying for SP street banners. A sponsorship package was sent out for people to advertise on our kiosk &amp; in our newsletter.</p> <p>Jessica: Amanda worked really hard on this, thank you Amanda.</p> <p>We are working with Terri on how we can get word out on our kiosk.</p> <p>Rich: really likes the banner.</p> <p>Cwennen: how long will banners stay?</p> <p>Jessica: these are 90 days permits, but can be extended. We are hoping to keep them up for a year. We can automatically renew 4 times after the initial 90 days is over.</p>	<p>Shelby Jordan : motion to move \$6000 from allocation Bob: motion, Robin 2<sup>nd</sup>, All in favor, none opposed.</p>
<p><b>9. Executive Director Report</b> a.) Vacant Space/Interim Use Consultant Update b.) Approval of CoStar and Claritas data expense(s)</p>	<p>Jessica Mandelbaum has been hired as a consultant to look into all vacant properties within the South Park BID and to come up with a plan to activate primarily the southern part of the district. The BID needs data specific for the district. Jessica has been brought on to facilitate this idea.</p> <p>Jessica: propose we purchase of software to manage data. The first phase is the database. Provider Co-star, leading real estate data base. Jessica provided information on Co-star packages to</p>	

	<p>identify south park demographics. Analytics are valuable to the BID. Co-star is updated 15-20 day cycle. Everything can be uploaded/downloaded into Accendo. It will be the most up to date information. It provides real photos and information. All packages are one year minimum. JM recommends the bid purchases Co-star package. This provides very accurate information. Accurant is another data base.</p> <p>Co-star is \$478 per month for 2 users and an additional \$245 per extra user.</p> <p>This will answer question we may not even know we need to populate.</p> <p>Bob: when we will roll out Accendo? Jessica: this is strictly Internal for the BID. Accendo is a database specifically for SP.</p> <p><b>Terri:</b> why is tenant info not included?</p> <p><b>JM:</b> start with the minimum and if needed to add on.</p> <p><b>Jessica:</b> our safety team walks the district and keeps track of all occupied building owners.</p> <p><b>Terri:</b> can we ask Co-star if we can keep the rate?</p> <p><b>Bob:</b> Is Co-star demographic as robust as the other company?</p> <p><b>JM:</b> yes</p> <p><b>Jessica:</b> Can we get a recommendation from the Board to get an annual \$6500 fee to purchase a database specific to SP needs?</p>	<p>Bob moves to authorize \$6500 on costar or any other data base needed to get the accurate data SP requires, Robin Seconds, All in favor, none opposed.</p>
<p><b>10. Director Planning &amp; Communications Update</b> a.) LASC Alley Activation Project b.) ULI Action Item List</p>	<p><b>Jessica Lall:</b> We want to ensure that developers are talking to developers for a cohesive feel in the district.</p> <p>One of our guiding documents that Amanda has put together is ally activation</p> <p><b>Amanda:</b> ULI TAP study. ULI identifies ally spaces. Identifying which are privately and publicly owned. There are a variety of allies not being used and can definitely be used as green space. Goal is to have this done by summer. (Jessica) for report to be as action oriented as possible. So we can bring it to the Urban task force to see how we can beautify the ally spaces. This will be brought to the</p>	

	<p>board once report is completed the Pico station can definitely be used as a friendly welcoming point to South Park.</p> <p>Light installations, how we can incorporate more art into the district. Anything we can to make the neighborhood feel more welcoming.</p> <p>Parklet: Is a 2-3 parking space that is used as a seating areas.</p> <p>Great streets: Mayor has a directive to make these spaces usable. Pico and Flower to be used as one of these spaces.</p> <p>Street trees: Are a real problem with the sidewalks.</p> <p>Community plans and redo are simultaneously being worked on by the Hope Street task force.</p> <p>We want to bring more retail land uses that we would love to see here in the district.</p> <p>Hotel development: bring in hotels that can stay with community scenes.</p> <p>Jessica: we are trying to get all these things implemented. Making sure that all dollars come back into South Park.</p> <p>Any questions? None</p> <p>Robin: excellent work Amanda.</p>	
<b>Next Meeting</b>		

**Robin adjourns meeting at 10:09AM**

**NEXT STEPS:**

- **Jessica will:**  
get copies of plans from LADOT.  
set up meeting with City of Los Angeles' Street Services and BOE re: sidewalks.
- **Amanda will:**  
put a spotlight on COW in South Parks newsletter.

**Minutes taken by Anna Webb, staff, edited by Jessica Lall**